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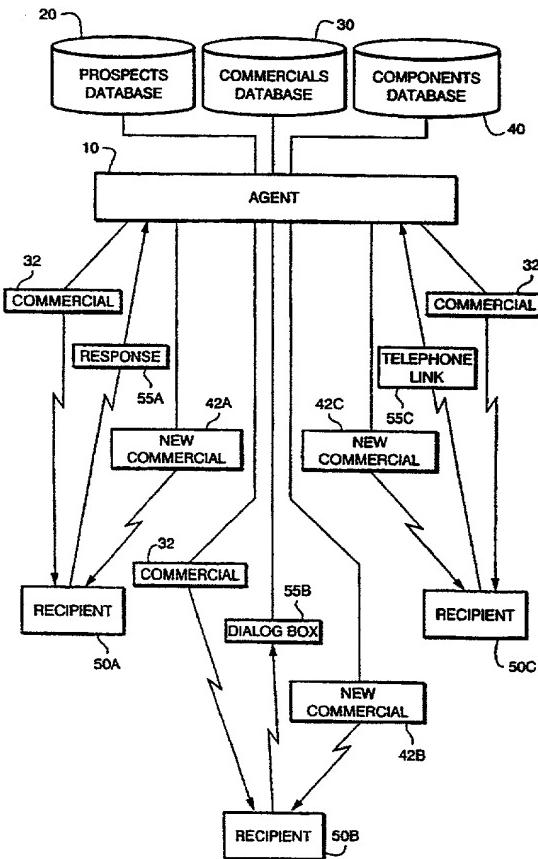
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(54) Title: CREATION OF CUSTOM MESSAGES USING VIRTUAL PROSPECTING



(57) Abstract: A response (55A) of a recipient (50A) to a first electronic commercial (32) is tracked, and used to custom design a second commercial (42A). The second electronic commercial (42A) is then sent to the recipient (50A), and a response to the second commercial (42A) is again tracked. Manual intervention is contemplated at several points, including selection of the first commercial (32) and creation of second and subsequent custom commercials. The various commercials may advantageously comprise executable files, and an identification code, and are preferably communicated to the recipient as an attachment to an e-mail. Commercials may also advantageously include a hyperlink to a web site, and may initiate a substantially synchronous link such as telephone call or chat site between the recipient (50A) and a person causing the first electronic commercial (32) to be sent to the recipient (50A).

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